



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 17, 2017

J. Evelyn Lawson  
Federal Registration Specialist  
Clorox Professional Products Company  
c/o PS&RC; P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – Minor Label Changes  
Product Name: Tilex  
EPA Registration Number: 5813-24  
Application Date: December 14, 2016  
Decision Number: 524814

Dear Ms. Lawson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Donna Kamarei at (703)347-0443 or via email at [Kamarei.donna@epa.gov](mailto:Kamarei.donna@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Wanda G. Fuller, for".

Demson Fuller, Product Manager 32  
Regulatory Management Branch II  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

**Label identification**

Tilex, EPA Reg. No. 5813-24

R1239330

15:40 12/13/16

**NOTIFICATION**

5813-24

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

01/17/2017

**Formatting notes**

**Applicable for all claims**

Now[!] -and/or- New[!] -and/&/or- Improved[!] *to be used as a claim descriptor only for the first 6 months of product on shelf*

***Bold, italicized text is information for the reader and is not part of the label.***

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&".

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted text is new. Strike-through (text) means removed.

**TILEX®**

**Contains Bleach**



**KEEP OUT OF REACH OF CHILDREN.**

**WARNING:** EYE IRRITANT. USE ONLY IN WELL VENTILATED AREAS.

SEE BACK LABEL -or- PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS.

ACTIVE INGREDIENT:

Sodium Hypochlorite . . . . . 2.40%

OTHER INGREDIENTS: . . . . . 97.60%

TOTAL: . . . . . 100.00%

[(Yields 2.28% available chlorine)]

**[NET] [WT]** \_\_\_\_\_

Contains No Phosphorus.

## PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

**WARNING:** Causes substantial but temporary eye injury and may irritate skin. Vapors may irritate. Do not get in eyes, on skin or on clothing. Wear protective eyewear [such as goggles or safety glasses]. Avoid prolonged breathing of vapors. Use only in well ventilated areas. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. For sensitive skin or prolonged use, wear rubber gloves. Due to irritating nature, may be harmful if swallowed. **Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease. (this statement will appear in color)**

### FIRST AID:

**IF IN EYES:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Emergency [Medical] Information -or- Poison Control Center: 1-800-446-1014.

**PHYSICAL AND CHEMICAL HAZARDS:** This product contains bleach. Do not use or mix this product with other household chemicals, such as products containing ammonia, toilet bowl cleaners, rust removers, vinegar or acid. To do so will release hazardous gases.

### *Residential/Household uses (16 fl oz, 32 fl oz RTU spray)*

#### **STORAGE AND DISPOSAL:**

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

### *Residential/Household uses (64 fl oz direct application/dilutable non-spray)*

#### **STORAGE AND DISPOSAL:**

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Please] recycle empty container or discard in trash.

### *Professional/Institutional uses (32 fl oz RTU spray)*

#### **STORAGE AND DISPOSAL:**

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

### *Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray)*

#### **STORAGE AND DISPOSAL:**

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Triple rinse promptly, then] [please] recycle empty container or discard in trash.

[Best If Used By Date Below:]  
EPA Reg. No. 5813-24

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4),  
GA-2 (VG), IL-2 (VF); 71106-GA-2 (E8); 71681-~~GA-1 (JQ)~~;  
IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

**For Puerto Rico only:** EPA Est. No. 5813-PR-1

U.S. Patent Pending



[[Use your phone to] go here -and/or- scan [[the] tag  
-or- [this] code] to learn -or- get -or- see [more] uses -or-  
information [on how-to-use †**This Product**] -or- [how-to]  
tips -or- [how-to [-use]] videos] [(Data rates may apply)]

Questions[?] [or] comments[?]: [Call toll free] 1-800-227-1860  
(in the US) -or- (787) 641-4943 (in Puerto Rico)  
[or visit [www.tilex.com](http://www.tilex.com)].

For more product ingredient  
information, visit [www.IngredientsInside.com](http://www.IngredientsInside.com).

[Commercial Solutions is a registered trademark of The Clorox  
Company -or- Clorox Professional Products Company.] Tilex is **-or-  
Clorox** a registered trademark of The Clorox Company.

© YYYY Mfd. for The Clorox Company

1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company,

[Ave. Chardon, #350, Torre Chardon, Suite 320,]

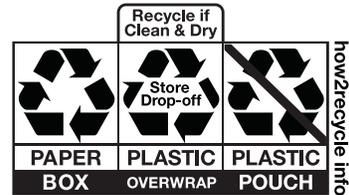
[San Juan, PR 00918].

(bracketed text for Puerto Rico only)

Made in [the] USA [of global components -and/or- ingredients.] -or-

Made in Puerto Rico [of global components -and/or- ingredients.]

### Optional Packaging Recycling Logos:



**Packaging Related Statements and Icons:**  
**[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]**

[Refill only with this product] [[Easy] Refill Instructions on Back]  
 Alternate for Refill Bottle: To Refill [Spray Bottles]:

**[Remove]**

1. Remove trigger sprayer -or- cap [from empty bottle]

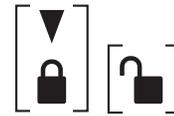
**[Pour]**

2. Unscrew cap on refill and pour contents directly into empty bottle.

**[Use]**

3. Replace trigger sprayer [and use as you normally would].

-or-  
 [Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.



**Trigger options:**

**For foaming trigger:** Rotate nozzle to foam -or- ON. -or- **To foam:** Close screen on nozzle, or to spray, open screen on nozzle.

**To spray every drop:** Tilt bottle at a downward angle while spraying.

**To refill:** Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

**To refill:** Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[, ] [:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- To Spray: Turn -or- Rotate nozzle to foam -or- ON.

-or-

• [[Easy] Refill [Instructions on [the] Back]]

• Twist off, Refill. Align Tip to Tube. Push, Snap to Close.

-or-



**Optional graphic**



More Savings [!][,] Less Waste [!] -or- More Savings [!]\*

**TO REFILL SPRAY BOTTLE:**  
 Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.

**Twist off, Refill    Align Tip to Tube    Push, Snap to Close**



## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

### AVOID PROLONGED BREATHING OF VAPOR

Use in well ventilated areas. Open windows and turn on fans before use. If the vapors bother you, leave the room while this product is working. For sensitive skin or prolonged use, wear gloves. Do not mix with Tilex® Soap Scum Remover -and/or- Tilex® Soap Scum & Bathroom Cleaner -and/or- Tilex® Bathroom Cleaner -and/or- Bathroom Cleaner -and/or- Clorox Commercial Solutions® Tilex® Soap Scum Remover & Disinfectant.

#### [Refill only with this product]

#### **Alternate for Refill Bottle:**

To Refill [Spray Bottles]:

#### **Remove**

1. Remove trigger sprayer -or- cap from empty bottle.

#### **Pour**

2. Unscrew cap on refill and pour contents directly into empty bottle.

#### **Use**

3. Replace trigger sprayer and use as you normally would.

-or-

[Remove trigger sprayer from empty bottle,  
unscrew cap and transfer your trigger to this bottle.]

### HOUSEHOLD USE:

#### **For non-foaming trigger:**

**TO REMOVE MILDEW STAINS:** Turn sprayer nozzle to SPRAY -or- ON [position]. Spray, wait until stains disappear and rinse. Heavy mildew buildup may require longer contact time, or two cleanings.

#### **For foaming trigger:**

**TO REMOVE MILDEW STAINS:** Turn nozzle to FOAM -or- FOAM-SPRAY -or- ON [position] -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] (*trigger has “foam-stream” and “foam-spray” listed on the nozzle*). Spray 6-8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

#### **For both the foaming and non-foaming triggers:**

**To Remove Mildew Stains:** Spray 6–8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

**TO DISINFECT AND KILL MOLD & MILDEW [AND PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH] ON HARD, NONPOROUS SURFACES** [such as glazed ceramic tile]: Spray surface until thoroughly wet, let stand 5 min[utes], and rinse]. This product kills *Staphylococcus aureus* (Staph), *Streptococcus pyogenes* (Strep), *Trichophyton mentagrophytes* (Athlete’s Foot Fungus) and *Aspergillus niger*.

**TO KILL MOLD & MILDEW ON HARD, POROUS SURFACES** such as grout and cement: Spray surface until thoroughly wet, let stand 10 min[utes], and rinse. [Repeat application.]

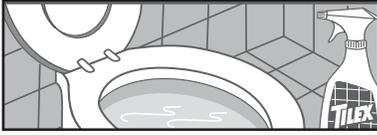
**TO CLEAN SOAP SCUM:** Spray, wait a few min[utes], wipe with sponge. Heavy soap scum or mildew buildup may need two cleanings. This product may not be able to remove soap scum and mildew embedded in hard water deposits, old grout or silicone caulking. **FOR SOAP SCUM PROBLEMS:** Use Tilex® Soap Scum Remover or Tilex® Soap Scum and Bathroom Cleaner or Tilex Bathroom Cleaner.

Rinse immediately after use on rubber, plastic and vinyl. Avoid prolonged contact with metal and old porcelain as this product can react with these materials and leave a “rusty” stain. Do not use on wood or painted surfaces [unless you plan to refinish or repaint them]. [This product may not be able to remove mildew embedded in hard water deposits, old grout or silicone caulking.] [Avoid contact with aluminum, clothes, fabric, carpet or paper surfaces as they will discolor.]

**[BIG JOBS:** Tilex can effectively clean many household surfaces. For convenience, use the turret top or refill your Tilex sprayer bottle.]

## **DIRECTIONS FOR USE Continued**

### **WHERE TO USE:**



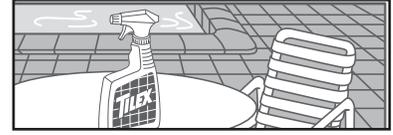
#### **TO CLEAN AND DISINFECT TOILET BOWLS:**

Flush toilet and add 1 cup Tilex to bowl. Brush to thoroughly wet all surfaces including under rim. Let stand 5 minutes before flushing.



#### **FLOORS:**

Mop washable floors including no-wax floors, linoleum, vinyl and ceramic tile with 1 cup Tilex per gallon of warm water. Rinse for best shine.



#### **TO CLEAN CEMENT POOL AREAS:**

Apply liberally (full strength) and rinse.

#### **VINYL AND PLASTIC OUTDOOR FURNITURE:**

Sponge on full strength and rinse immediately.

### Cleaning/Miscellaneous Claims

~~Now[!] and/or New[!] and/&or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- 2-in-1 trigger [option]
- [40oz] [44oz] for the 32oz price!
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- Attacking Foam
- Attacks grime [and stains ~~\*\*\*8~~]
- Bathrooms, sinks and faucets and floor areas
- [Be] [Get] Refill Smart<sup>™</sup>[®][!]
- Bleaches away stains
- Brilliantly cleans [tile, grout[,] [and] surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout[,] [and] surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout[,] [and] surfaces] for an intense clean[!]
- Check out the new price!
- Cheaper than [two] [2] 32 fl oz trigger[s] [sprays] \*
- Cleans and Shines
- Cleans without -or- no scrubbing
- Clinging Foam
- Commercial solutions
- Contains bleach
- Cuts through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- [Deep] Penetrating Foam
- ~~{Deep}{-or- Penetrating}~~ Foam clings to mildew stains
- ~~{Deep}{-or- Penetrating}~~ Foam provides [great] control to reach mildew stains even in cracks -and/or- crevices -and/or- corners
- Dissolves[s] soap scum -and/or- [other] tough [bathroom] soils -and/or- stains
- Dual Action Trigger
- Dual Action Trigger provides spray and foam options -or- settings
- Dual Action Trigger provides spray for [broad] coverage and foam for control
- Easy Drop Delivery -and/or- Refill
- Economy size
- [Economy -or- Convenient] refill
- Extreme Foam
- Fast acting cleaning -or- whitening -or- bleaching foam
- Fast acting foam penetrates and lifts dirt & grime
- Fast acting foam [starts to clean] [starts cleaning] [on contact]
- Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays] \$<sup>u</sup>
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long[er]] on tough mildew stains
- [Foam] penetrates soap scum -or- grime [and bleaches away stains]
- Foam Sticks to Mildew Stain[s]
- Foam option -or- setting
- Foam or spray
- Foaming action attacks [mildew stains] deep down [for a powerful clean]
- Foaming Action for a Powerful Clean
- Foaming action with bleach
- Foaming bleach action removes tough mold & mildew stains
- Foaming bleach action removes tough mold -and/or- mildew stains
- Foaming Bleach Action, Scrub Less ~~\*\*\*8~~
- Foaming trigger [option -or- setting] for a deep clean
- Foaming trigger for control
- Great for outdoor [and indoor] cleaning
- Just spray and wipe; no scrubbing required!
- Last Drop Access
- Lavender [Scent -or- fragrance] -or- Meadow [Fresh][scent -or- fragrance] -or- Floral [scent -or- fragrance] -or- Spring [Mint -or- Mist] [scent -or- fragrance] -or- [Fresh] Mint [scent -or- fragrance]
- Learn more at [Tilex.com] [CleanFreak.com] [proudtobeacleanfreak.com] [friendsofclean.com] [proudtoclean.com]
- [Leaves]{-or- Has} a [new] [pleasing]{-or- pleasant}{-and/or- refreshing}{-or- fresh}{-and/or- light} scent -or- [Now] with a [new] [pleasing]{-or- pleasant}{-and/or- refreshing}{-and/or- fresh}{-or- light} scent
- Lemon Fresh Fragrance
- Lemon -or- Citrus [Fresh] [scent -or- fragrance]
- Leaves no residue
- Low price [compared to our previous 32 oz price]!
- Makes scrubbing [virtually] obsolete!
- Mama's got the magic of Clorox<sup>™</sup>
- More Savings, Less Waste[!]~~##6~~
- New -and/or- [Improved] Thicker Foam
- New Look!
- [New Look!] Same ~~{insert ABN}~~ -or- [Great]{-or- Powerful} [Bathroom] Cleaner
- [New Look!] [Same] Great -or- Powerful [Bathroom] Cleaner
- No Waste -or- Wasteless Bottle
- Not just for deep cleaning; for [the] everyday [use]
- [Now] choose Foam or Spray
- Powerful clean with less scrubbing ~~\*\*\*8~~
- Powerful Cleaning Foam
- Powerful foaming action to clean
- Refreshing [scent -or- fragrance -or- Breeze -or- Breeze scent -or- Breeze fragrance -or- Fresh [scent -or- fragrance]] -or- Breeze Fresh [scent -or- fragrance] -or- Fresh -or- Light [scent -or- fragrance] -or- Rain Clean [scent -or- fragrance]
- Sudsing -or- foaming action
- [Now] available in [this -or- a] convenient refill so you can reuse your trigger
- [Over] ~~{insert %}~~ more for the same price [as the 32 oz]
- Penetrating Foam
- Penetrating foam works -or- cleans -or- bleaches on contact
- Plus [with] Clorox<sup>®</sup> Bleach
- Powers through soap scum -and/or- grime[!]
- Safe ~~to~~ -or- for use on ~~for~~ ~~insert from surface material(s)~~ ~~list from Table 2~~
- Same [great] [Tilex] performance, ~~{insert %}~~ lower price [compared to our previous price]!
- Same [great] [Tilex] performance, now ~~{insert %}~~ cheaper [compared to our previous price]!

***Cleaning/Miscellaneous Claims continued***

~~Now[!] and/or New[!] and/&or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- Same [great] [Tilex] performance, now better value [compared to our previous price]!
- Saves a shopping trip<sup>++5</sup>
- Scrub Less
- See it and believe it
- See the difference [Tilex makes]
- Six -or- 6 month supply[!]<sup>++5</sup>
- Thick Foam
- Two Ways to Clean
- Up to [a] 30% [discount] [cheaper] [free][!]<sup>\*1</sup>
- [Use as a] multi-surface cleaner
- [Use as a] [Pourable] refill for this product
- [Use as a] [Pourable] refill for this multi-surface cleaner
- Use beyond the bathroom for cleaning -or- Use for cleaning beyond the bathroom

- [Value] [Economy] [Budget] size -or- refill
- [Value] [multi] [twin] pack
- Watch Tilex clean
- With bleach
- {Works **on insert surface(s) from Table 1 -and/or- surface materials(s) from Table 2**}



***Packaging Related Claims:***

~~Now[!] and/or New[!] and/&or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- \_\_\_ oz. = [More than] \_\_\_ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology<sup>†</sup>
- Economy **{insert size 32 fl oz and less}** -and/or- [Size]
- Get -or- Spray Every Drop[!]<sup>[TM]</sup> <sup>[®]</sup>

- Medium **{insert size 24 fl oz and less}** -and/or- [Size]
- Patented design bottle
- Recyclable bottle
- Small **{insert size 16 fl oz and less}** -and/or- [Size]
- Smart Tube<sup>[®]</sup><sup>[TM]</sup> Technology

- [Peel]~~[-or- Pull]~~ [Here] [For additional instructions] -or- Peel for additional directions for use -or- Peel for additional directions.

<b>Organism Table</b>	
<b>Bacteria</b>	<b>ATCC and/or Strain</b>
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Salmonella enterica†† [(Salmonella)] <sup>9</sup>	[ATCC 10708]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA <sup>**2</sup> )]	[NARSA NRS123 Genotype USA400]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA <sup>**2</sup> )]	[NARSA NRS384 Genotype USA300]
Escherichia coli O157:H7 [(E.coli)]	[ATCC 35150]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli [(ESBL producing E.coli)]	[ATCC BAA-196]
Streptococcus pyogenes [(Strep)]	[ATCC 9342]
<b>Fungi</b>	<b>ATCC and/or Strain</b>
Aspergillus niger [(mildew)]	[ATCC 6275]
†Trichophyton mentagrophytes [(Athlete's Foot Fungus)]	[ATCC 9533]
†Alternaria alternata	[ATCC 6663]
†Aspergillus brasiliensis <sup>10</sup> [(mildew)]	[ATCC 16404]
†Cladosporium herbarum	[ATCC 28987]
†Mucor bainieri	[ATCC 42642]
†Penicillium chrysogenum [(Penicillium)]	[ATCC 10106]
<b>Virus Enveloped</b>	<b>ATCC and/or Strain</b>
{Influenza A virus}	[ATCC VR-544]
<b>Fungistat</b>	<b>ATCC and/or Strain</b>
Aspergillus niger	[ATCC 6275]

## Pesticidal Claims

~~Now[] and/or New[] and/&or Improved[] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- All in one cleaner, disinfectant[,] [and -or- &] mold remover -or- killer
- All in one cleaner, disinfectant, [,] [and -or- &] mold growth inhibitor -or- blocker -or- eliminator
- All in one cleaner, disinfectant, [mold] [and] [remover -or- killer and] growth inhibitor -or- blocker -or- eliminator.
- All in one cleaner, disinfectant & -or- and mold remover -or- killer -or- eliminator
- Cleans, removes -or- kills -or- treats -or- fights and blocks -or- prevents -or- inhibits -or- eliminates mold & mildew [growth]
- Cleans, removes -or- kills -or- treats -or- fights -or- eliminates & prevents -or- inhibits -or- blocks mold [growth] [while it cleans] [at the same time]
- Cleans -or- removes and kills -or- treats -or- fights -or- eliminates mold [while it cleans] [at the same time]
- Combines cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- Destroys mold and mildew in [just] 5 min[utes]
- Destroys mold, mildew and bacteria [in just 5 min[utes]]
- Disinfects [as it cleans big jobs]
- Disinfects as it kills [~~destroys~~]-or- eliminates]-or- wipes out]-or- removes] mildew
- Disinfects as it kills [destroys] [eliminates] common household mold, mildew and bacteria
- Disinfects with bleach
- Each use -or- application lasts for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- for as long as -or- up to 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Each use -or- application lasts for as long as -or- up to 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Easily removes mildew, mold and bacteria from grout and also quickly destroys and kills them in hard-to-clean areas such as caulking, corners and crevices, without scrubbing
- Easily removes tough mildew and mold from grout
- Effective against [2009] H1N1 [Flu Virus]
- Eliminates mold and mildew in [just] 5 min[utes]
- Eliminates mold, mildew and bacteria [in just 5 min[utes]]
- Even mold isn't too tough for Tilex -or- **(insert alternate brand name here)!**
- Get rid of mold
- Got Mold? Kill [~~Destroy~~]-or- Eliminate]-or- Wipe out]-or- Remove] it with Tilex -or- **(insert alternate brand name here)!**
- Keeps mold [& mildew] from growing for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- for up to -or- as long as 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Keeps mold [& mildew] from growing for up to -or- as long as 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Keeps mold from [~~reappearing~~]-or- re-growing]<sup>3</sup>
- Kills 99.9% of mold & mildew and keeps -or- prevents it -or- growth from coming back [for 1 week<sup>3</sup> -or- 7 days<sup>3</sup>] -or- [up to -or- as long as 1 week<sup>3</sup> -or- 7 days].<sup>3</sup>
- Kills 99.9% of mold & mildew [and keeps -or- prevents it -or- growth from coming back for up to -or- as long as 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days].<sup>3</sup>
- Kills [99.9%] of germs<sup>4</sup>
- Kills CA-MRSA\*\*
- Kill, clean and block mold and mildew [growth] [with one cleaner].
- Kill, clean and eliminate mold and mildew [growth] [with one cleaner].
- Kill, clean and inhibit mold and mildew [growth] [with one cleaner].
- Kill, clean and prevent -or- inhibit mold and mildew [growth] [with one cleaner].
- Kills [2009] H1N1 [Flu Virus]
- Kills [99.9%] of Germs including [2009] H1N1 [Flu Virus]
- Kills [~~Destroys~~]-or- Eliminates]-or- Wipes out]-or- Removes] mold, mildew and bacteria as it cleans
- Kills [~~Destroys~~]-or- Eliminates]-or- Wipes out]-or- Removes] visible mold
- Kills [~~Destroys~~]-or- Eliminates] 99.9% of household molds
- Kills [~~Destroys~~]-or- Eliminates] 99.9% of household mold[s] and mildew [in just 5 min[utes]]
- Kills [~~Destroys~~]-or- Eliminates] and removes mold and mildew
- Kills [~~Destroys~~]-or- Eliminates] mildew without scrubbing
- Kills [~~Destroys~~]-or- Eliminates] mold and mildew
- Kills [~~Destroys~~]-or- Eliminates] tough mildew without scrubbing
- Kills [~~Destroys~~]-or- Eliminates] tough mold and mildew without scrubbing
- Kills Germs -and/or- Flu Viruses [including [2009] H1N1]
- Kills mold and mildew in [just] 5 min[utes]
- Kills mold, mildew and bacteria [in just 5 min[utes]]
- Kills most common household molds
- Kills [~~Destroys~~]-or- Eliminates] tough mold, mildew and bacteria in just 5 min[utes]
- Kills [~~Destroys~~]-or- Eliminates] and destroys mold and mildew
- Kills -or- eliminates -or- destroys [99.9% of] flu virus<sup>7</sup>
- Kills the mold [& -or- and mildew] you see and even what you don't -or- that you don't
- Lifts off and cleans soap scum to penetrate, kill and destroy mold, mildew and bacteria
- Mold is alive. Kill [~~Destroy~~]-or- Eliminate]-or- Wipe out]-or- Remove] it with Tilex -or- **(insert alternate brand name here)!**
- Mold Killer†
- Mold killer & [growth] inhibitor -or- blocker -or- preventer<sup>3</sup>
- Not only destroys mold and mildew, but also destroys and removes the mold spores
- [One -or- 1 week -or- Seven -or- 7 days] -or- [Up to -or- As long as 1 week -or- 7 days] mold [& -or- and mildew] [growth] prevention<sup>3</sup> -or- 1 week -or- 7 days of mold [& -or- and mildew] [growth] prevention<sup>3</sup>
- Not only eliminates mold and mildew, but also destroys and removes the mold spores
- Not only kills mold and mildew, but also destroys and removes the mold spores
- Penetrates to eliminate and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Prevents mold [& mildew] [growth] from resurfacing<sup>3</sup>
- Proven to kill most common household molds!

***Pesticidal Claims continued***

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- Spray -or- Use weekly to help keep mold [& -or- and mildew] away<sup>Y3</sup>
- The right combination of cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- The right combination of cleaners and bleach to kill and prevent mold [growth]
- Proven to kill most common household molds!
- This product kills Staphylococcus aureus (Staph), Streptococcus pyogenes (Strep), †Trichophyton mentagrophytes (Athlete's Foot Fungus), †Aspergillus niger (mildew), †Aspergillus brasiliensis (mildew), Salmonella enterica<sup>9</sup> (Salmonella), Pseudomonas aeruginosa (Pseudomonas), †Penicillium chrysogenum (Penicillium), †Alternaria alternata, †Cladosporium herbarum, †Mucor bainieri, Community Associated Methicillin resistant Staphylococcus aureus [CA-MRSA<sup>\*\*\*2</sup>], Escherichia coli O157:H7, ESBL (Extended Spectrum Beta Lactamase) producing Escherichia coli (ESBL producing E. coli), Influenza A virus
- Tilex -or- ~~(insert alternate brand name here)~~ doesn't just clean [the] stains, it kills ~~{destroys}~~ ~~{-or- eliminates}~~ ~~{-or- wipes out}~~ ~~{-or- removes}~~ [the] mold!
- Up to -or- as long as one -or- 1 week<sup>Y3</sup> -or- 7 days<sup>Y3</sup> mold [& -or- and mildew] [growth] prevention<sup>Y3</sup> -or- Up to one -or- 1 week<sup>Y3</sup> -or- 7 days<sup>Y3</sup> of mold [& -or- and mildew] [growth] prevention<sup>Y3</sup>
- Up to -or- as long as 4 weeks<sup>Y3</sup> -or- 3 weeks<sup>Y3</sup> -or- 2 weeks<sup>Y3</sup> -or- 1 week<sup>Y3</sup> -or- 7 days<sup>Y3</sup> mold [& -or- and mildew] [growth] prevention<sup>Y3</sup> -or- Up to 4 weeks<sup>Y3</sup> -or- 3 weeks<sup>Y3</sup> -or- 2 weeks<sup>Y3</sup> -or- 1 week<sup>Y3</sup> -or- 7 days<sup>Y3</sup> of mold [& -or- and mildew] [growth] prevention<sup>Y3</sup>
- Use regularly to eliminate -or- prevent traces of mold [& mildew] [growth]<sup>Y3</sup>
- Use this product weekly to kill -or- fight mold before it stains<sup>Y3</sup>
- Use weekly to block -or- prevent -or- inhibit -or- eliminate mold [& -or- and mildew] [growth]<sup>Y3</sup>
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- Your mold [& -or- and mildew] defense.
- You've got mold. Kill ~~{Destroy}~~ ~~{-or- Eliminate}~~ ~~{-or- Wipe out}~~ ~~{-or- Remove}~~ it with Tilex -or- ~~(insert alternate brand name here)~~.

***Pandemic 2009 H1N1 Influenza A virus\*\*\****

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

***Standard 2009 H1N1 Claims:***

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (**Product Name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

\*\*\* per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" [www.epa.gov/oppad001/h1n1-guide.html](http://www.epa.gov/oppad001/h1n1-guide.html)

***Alternate 2009 H1N1 Claims:***

***For use with Formulas A07, A09, A12, A13, A15, A17 and A19 and foaming trigger:***

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places – without scrubbing
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas [places] [such as caulking, corners, crevices, cracks]
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- [Seeks out and] kills mildew at its roots
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- With [Deep] ~~{-and/or- Penetrating}~~ Foam



**Table 1 Use Surfaces**

[bath]tubs  
basement floors  
counters -or- countertops  
laminated surfaces

no-wax floors  
refrigerator seals  
shower doors  
sinks

toilets  
under the sink  
vinyl curtains  
windowsills

**Table 2 Surface Materials**

~~{Works on}~~

ceramic tile  
Corian<sup>[A]</sup>  
cultured marble  
fiberglass  
finished -or- sealed [hard]wood<sup>µµ</sup>

glass  
[[un]glazed] ceramic tile  
grout  
laminated  
plastic

porcelain<sup>11</sup>  
resilient flooring  
stainless steel  
~~unglazed ceramic tile~~  
vinyl

**Footnotes**

\*1 [when compared to] [vs.] 32 fl oz Tilex® trigger [spray] in most stores, based on average retail price -and/or- volume

\*\*2 Community Associated Methicillin Resistant Staphylococcus aureus

¥3 Based on lab test ~~or Based on lab test~~ [ing]

†††4 Staphylococcus aureus [(Staph)], Salmonella enterica, Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [,Influenza A virus] and **insert any other organism(s) from list Table on next page**

††5 [when compared to] [vs.] purchasing one 32 fl oz Tilex® trigger spray

††6 40% -or- \_\_\_% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 \_\_\_ fl oz Tilex® trigger sprays

††††7 Influenza A virus

\*\*\*8 mold & mildew stains

9 **tested as Salmonella choleraesuis**

10 **tested as Aspergillus niger**

11 Avoid prolonged contact with porcelain

\*50% less plastic vs. five -or- 5 32 fl oz trigger sprays ~~(180 oz bottle)~~ -or- \*\*55% less plastic vs. four -or- 4 32 fl oz trigger sprays ~~(136 oz bottle)~~ -or- \*\*56% less plastic vs. four -or- 4 32 fl oz trigger sprays ~~(128 oz bottle)~~ -or- \*\*46% less plastic vs. two -or- 2 32 fl oz trigger sprays ~~(64 oz bottle)~~ -or- \*\*28% less plastic vs. one -or- 1 32 fl oz trigger spray ~~(32 oz bottle)~~ -or- \*\* \_\_\_% less plastic vs. ~~(insert # of bottles)~~ fl oz trigger spray[s]

\$µ of this product

µµ Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused. Test a small area first.

† **Single dagger symbol will be use before the fungi listed in the claim below when the claim "Mold Killer†" is used on the label.**

‡ experience compared to historical Clorox Spray packaging

[A] Corian[®] is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates].